

exposure.

The Newsletter of the Tobacco Free Task Force in Washington County

Volume: 2006-07 | Issue: Help to Quit

Tobacco Cessation Programs in Washington County Show Success

Help to Quit promotes local, phone, and internet-based tobacco cessation programs.

American Cancer Society, Kathleen Row

Since its inception in June 2002, the PA Quitline has received 39,549 calls.

During the last fiscal year (2005-06), the volume of calls varied from a low of 453 calls (April 2006) to a high of 1,080 calls (February 2006), with 763 average monthly calls.

Data obtained for the 2004-05 fiscal year (the most recent available) shows that **those using the PA Quitline who had quit using tobacco at three months was 24%**. That rate is considered very successful according to standards set by the CDC's Clinical Practice Guideline (CPG) on Treating Tobacco Use and Dependence, which reports **telephone counseling quit rates typically range from 11.4% to 14.8%**.

In the 2005-2006 fiscal year, calls to the Quitline from Washington County residents varied from seven calls per month (March 2006) to a high of 24 calls per month (May 2006), with a monthly average of 15 calls.

Surveys during fiscal years 2003-04 and 2004-05 show that the majority of

people who used the Quitline had heard about it through TV, radio, or other ads (37% and 40%, respectively), and also had heard about it from a health care provider (23% and 31.3%, respectively).

Centerville Clinics, Rita Simko-Stotka

Centerville Clinics provides cessation treatment that features individual counseling. Patients who come into Centerville Clinics' five offices (Bentleyville, Charleroi, California, Fredericktown, and Washington) are asked their tobacco use status.

Tobacco users are further tracked as "wanting to quit" or "needing to quit." From October 2002 to October 2006, 742 patients were referred to the tobacco cessation program.

76.9% received readiness assessments and brief or mid-range counseling. 23.1% went on to individual counseling, attending at least one session, representing an increase of nearly 3.2% from the previous year, with 19.9% receiving individual counseling.

Of the 742 patients receiving individual tobacco cessation counseling:

- 2.6% have completed the program, and have quit less than 3 months;
- 1.6% have completed the program, and have quit more than 3 months,

but less than 6 months;

- 2.8% have completed the program, and have quit more than 6 months, but less than 1 year;
- 9.6% have completed the program, and have quit more than 1 year, but less than 2 years; and
- 5.5% have completed the program, and have quit 2 years or more.

The total quit rate is 22.1% for the tobacco cessation program at Centerville Clinics. According to the CPG, **individual counseling typically results in quit percentages of 14.7% to 19.1%.**

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**Next Tobacco Free Task
Force Meeting
Friday, December 15, 2006
9-11 a.m.
Western Area Career &
Technology Center, 588
Western Avenue, Canonsburg**
*** Note location change ***
**Next Issue:
Knowledge in Action**



Ohio, Arizona, and Nevada Residents Vote for Clean Indoor Air

Voters in Ohio, Arizona, and Nevada recently approved Clean Indoor Air resolutions.

The states became the 15th, 16th, and 17th in the U.S. to enact comprehensive smoke-free legislation.

Ohio had the most controversial battle for Clean Indoor Air. Smoke-Free Ohio went up against a resolution called Smoke-Less Ohio.

Smoke-Less Ohio was funded almost entirely by R.J. Reynolds at \$8 million. It called for preemptive clauses, and would have voided current smoke-free laws in place in several Ohio cities.

Ohio's smoke-free law will go into effect December 7. Nevada's law takes effect December 8, and Arizona's law is expected to be in full effect by May 2007.

Sources:

smoke-freearizona.org; rgj.com; smokefree.net

Florida and South Dakota Voters Approve Measures to Restore Tobacco Use Cessation and Prevention Funding

A ballot measure to restore tobacco Master Settlement Agreement (MSA) funding was approved by voters in Florida.

South Dakota voters gave their approval to a new tobacco tax. Revenue from the new tax will go toward funding tobacco use prevention programs.

Florida, a state that once had the best tobacco cessation and prevention program in the country, lost almost all of its MSA funding when its legislature diverted the monies to other areas.

Since that time, youth tobacco use rates have been steadily increasing.

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The Washington Hospital, Rita Donatelli

The Washington Hospital utilizes the Stay Quit Smoking Cessation Program.

From January through September 2006, 386 people sought tobacco cessation help through the program. This represents a significant increase over the 202 persons seen from the same time period last year.

93% of the 386 persons seeking tobacco cessation help received a readiness assessments; 1% received brief counseling; and 6% received group counseling.

Of the 25 persons entering the Stay Quit Smoking Cessation Program,

- **44% completed the program, and still had quit at 6 months;**
- 36% completed the program, and had reduced their smoking habit at 6 months;
- 12% quit the program; and
- 8% completed the program, but had relapsed at 6 months.

CPG guidelines show that group cessation counseling quit rates range from 11.6% to 16.1%.

The Washington Hospital Teen Outreach, Joan Adley

The Washington Hospital Teen Outreach works with the American Lung Association's N-O-T (Not-On-Tobacco) Program. It involves 10, one-hour sessions, and four additional one-hour booster sessions.

From December 2005 to May 2006, six students from grades 9 to 12 entered the program.

- **40% completed the program, and had quit using tobacco;**
- 40% completed the program, and had reduced their tobacco usage; and
- 20% completed the program, but had not reduced their tobacco usage.

Washington County Health Partners, Lee Rutledge-Falcione

473 Tobacco Quit Kits have been distributed from July 2003 to August 2006.

Everyone who signs up for a Quit Kit must fill out a survey.

The surveys showed that 88% reported using cigarettes as the type of tobacco they used. 13.3% reported using smokeless tobacco (chew/snuff).

As for their stage of change, 32% reported that they would like to stop using tobacco, but weren't sure if they could; 28% reported that they wanted to stop smoking; 19% reported wanting to quit, but were not ready; 9% reported they were trying hard to stay quit; 6% reported not having any plans to quit; and 6% reported that they quit smoking.

The Quit Kits are distributed at community events, through partnerships with community health providers, and through the Tobacco Free Program's website, www.tobaccofreewashington.org.

Pfizer, Inc., Karen Wagner and Christina Yauch

Chantix™ is the first new medicine for smoking cessation in 10 years. It received priority approval from the Food and Drug Administration (FDA) earlier this year.

Chantix™ is designed to specifically address the addiction of nicotine. It works by blocking the receptors in the brain where nicotine traditionally attaches on to. The

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Help to Quit (continued from page 2)



Karen Wagner, Pfizer, Inc.

result is that the flow of dopamine, which allows the feeling of pleasure from smoking, is blocked.

However, it doesn't completely block the flow of dopamine; it allows enough



Christina Yauch, Pfizer, Inc.

to flow so that it eases the problems associated with withdrawal from tobacco.

Research and development on Chantix™ began in 1993. According

to Wagner, six clinical studies were done with almost 3,800 patients. At the end of 12 weeks, quit rates varied from 44% to 51%.

After the 12th week, the participants were split in half; one group continued the Chantix™, and the other group was given a placebo.

At the end of the 24th week, the quit rate for those using Chantix™ was 70%.

For more information on Washington County tobacco cessation programs, visit our web site at: www.tobaccofreewashington.org Click on the Help to Quit button.

Tracking Tobacco Free Program Success

In each issue, *Exposure* will include progress reports on some of the goals established in our 2006-07 strategic plan. Following is an update on how we are doing at reducing adult and youth tobacco use, and eliminating it as a norm.

Tobacco Free Program Areas	FY06-07 Goal	FY06-07 Progress
Ask and Advise: Number of physicians, dentists, and pharmacists visited and given materials to support 2As and R	60 health care professionals	8
Clear the Air: Number of Smoke-free Home & Vehicle, and New Baby Smoke-free Home & Vehicle pledges	1,000 pledges	42
Do Your Part: Average % of compliant retailers	90% or more	Due Dec. 2006
Help to Quit: Number of people in tobacco cessation programs	300 people	38
Help to Quit: Tobacco cessation quit rate	14.1% or higher	-
Help to Quit: Number of tobacco users in Get Free Program	50 people	8
Help to Quit: Number of Tobacco Quit Kits distributed	250 kits	40
Knowledge in Action: Number of Blue Cards filled out	1,700 cards	820
Knowledge in Action: Number of program participant endorsements	499 endorsements	-
Knowledge in Action: Number of legislative visits/contacts	9 visits/contacts	3
Set Them Free: Number of children reached with prevention (community and school)	7,883 children	877
Peer Factor: Number of events	4 events	2
Peer Factor: Number of teens who quit using tobacco	4 teens	-

Fast Facts (continued from page 2)

South Dakota's MSA funds encountered a similar fate as Florida.

A ballot measure in Missouri, where MSA funding was completely taken away by its legislature, was defeated.

The plan called for a tax increase to fund tobacco use cessation and prevention programs.

Sources:
tobaccofreekids.org;
allamericanpatriots.com;
theledger.com

Erie Could Be Going Smoke-free
 Erie City Council has approved a non-binding resolution recommending the city go smoke free.

The resolution has been forwarded to Erie County Council and the County Chief Executive for further consideration. At press time, there was no timetable for resumption of discussions on the resolution.

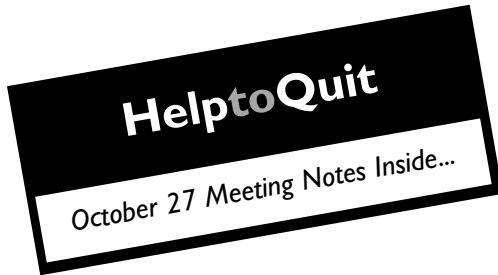
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www.tobaccofreewashington.org



Note: You are invited to the next Tobacco Free Task Force meeting. Details are on the front page of this issue of Exposure.

Tobacco Free Task Force Meeting Calendar

Date	Time	Topic
Fri., Dec. 15, 2006	9 -11 a.m.	Knowledge in Action @ Western Area Career & Technology Center
Fri., Jan. 26, 2007	9-11 a.m.	Mid-Year Review
Fri., Feb. 23, 2007	9-11 a.m.	Clear the Air
Fri., Mar. 23, 2007	9-11 a.m.	Peer Factor
Fri., Apr. 27, 2007	9-11 a.m.	Review Assessment Data/Strategic Planning Part I
Fri., May 18, 2007	9-11 a.m.	Review Assessment Data/Strategic Planning Part II
Fri., June 22, 2007	9-11 a.m.	Review Assessment Data/Strategic Planning Part III

All meetings are held at the Hillview Chapel Meditation Area, Presbyterian SeniorCare, Washington, PA, unless otherwise noted.

(800) QUIT NOW
(800) 784-8669



Referral line to free tobacco cessation services

Make a Pledge to Keep Your Home and Vehicles Smoke Free

Smoke-free Home and Vehicle Pledge Kit
...Breathing tobacco smoke pollution is harmful to people (especially children). We can help you make your home and vehicles smoke free.

New Baby Smoke-free Home and Vehicle Pledge Kit
...Infants under 18 months of age who live in a smoking household are twice as likely to die from sudden infant death syndrome. We can help you protect the newest member of your family.

Contact us to sign up for your free kit!
724-222-6511 • 1-866-904-FREE
www.tobaccofreewashington.org

For comments/questions or to subscribe to *Exposure*, contact:
Craig Whyel, Tobacco Free Outreach Specialist
Phone: 724-222-6511, ext. 12, or 1-866-904-3733 (FREE)
E-mail: crw@wchpinc.org.

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